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Washington, D.C. 20231

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Sir:

Transmitted herewith for filing is the patent application of Inventor(s): **Ramin C. Nakisa**For: **METHOD AND APPARATUS FOR ADVERTISING  
OVER A COMMUNICATIONS NETWORK**

Enclosed are also:

- ☒ 9 Sheet(s) of Drawings
- ☐ An assignment of the invention to NCR Corporation
- ☐ A certified copy of an application

## CLAIMS AS FILED

FOR	Number Filed	Number Extra	Rate	Basic Fee (\$690)
Total Claims	12	-20 = 0	X \$ 18	= \$ 0
Independent Claims	2	-3 = 0	X \$ 78	= \$ 0
Multiple Dependent Claims	0		X \$260	= \$ 0
<b>Total Filing Fee</b>				<b>= \$ 690</b>

☒ Please charge the above filing fee to the account of NCR Corporation, Deposit Account No. 14-0225.

Please have all communications concerning this application and the recorded Assignment directed to:

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Our telephone number is: 937-445-4956

Respectfully,

*Michael Chan*  
Attorney for: **Ramin C. Nakisa**

## CERTIFICATE OF MAILING BY "EXPRESS MAIL"

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(Signature of Person Mailing Paper or Fee)

# APPLICATION FOR LETTERS PATENT OF THE UNITED STATES

## CERTIFICATE OF MAILING BY "EXPRESS MAIL"

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Shirley Doll

(Typed or Printed Name of Person Mailing Paper or Fee)



(Signature of Person Mailing Paper or Fee)

## SPECIFICATION

To all whom it may concern:

Be It Known, That I, **Ramin C. Nakisa**, of Buckinghamshire, England, have invented certain new and useful improvements in **METHOD AND APPARATUS FOR ADVERTISING OVER A COMMUNICATIONS NETWORK**, of which I declare the following to be a full, clear and exact description:

## METHOD AND APPARATUS FOR ADVERTISING OVER A COMMUNICATIONS NETWORK

### Background of the Invention

5           The present invention relates to advertising over a communications network comprising a plurality of interactive client subscriber sites interconnected with an advertising information server site.

          It has already been proposed in our co-pending European patent application No (98306734.9) to provide a computer network such as the Internet to provide advertisements  
10   for products and services. The Internet commonly uses a client-server based information service presentation system known as the "World Wide Web" (WWW) also referred to as The Web. In The Web, a server station or "site" may provide a series of screens or "pages" of information which a client or customer can access in sequence by sending appropriate request signals over the Internet. The Web has a standard protocol for information transfers  
15   known as the HyperText Transfer Protocol (HTTP) and request signals from a client and data signals from a server are in a format known as HyperText Mark-up Language(HTML).

          In our above-mentioned co-pending patent application it has been proposed to present advertising information in the form of an interactive display of a role model or virtual idol portrayed in a role as a consumer of goods and services. The role model or virtual idol has  
20   affinity characteristics chosen to build up a character profile that combines the most predominant consumer affinity characteristics of a target subscriber group. In addition to a central character profile, further connected character profiles and an environment profile are built up. The aim of building up the character and environment profiles in this way is to ensure that the central character and environment match closely the lifestyle aspirations of the  
25   target consumer segment.

          Whilst the invention described in our previous co-pending patent application is an effective way of presenting advertising information, the primary benefit of using a role model or virtual idol is that it creates an affinity with a particular consumer segment. However,

there is still a need to optimize the affinity of characters to the consumers to which the advertising information is directed.

### **Summary of the Invention**

5 It is an aim of the present invention to improve the affinity between characters and consumers having access to advertising displays incorporating the characters.

According to the present invention, there is now provided a method of advertising over a communications network comprising a plurality of interactive customer subscriber sites interconnected with an advertising information server site, the method being  
10 characterized by the steps of;

storing the attributes of a plurality of customers in the form of customer attribute vectors  $c_k$ ,

storing the attributes of one or more role models in the form of one or more role model attribute vectors  $i_j$ ,

15 defining a marketing function  $M$  which maps the customer attribute vectors to the one or more role model attribute vectors such that

$$i_j = M(c_k) ,$$

providing, at the interface advertising information server site, interactive advertising displays incorporating the one or more role models,

20 establishing an interactive communication link from the customer subscriber sites to the advertising information server site enabling customers to access the displays and to make purchases in response to the displays, and

updating the marketing function  $M$  in dependence upon the customer purchases.

According to the present invention, there is also provided apparatus for advertising  
25 over a communications network comprising a plurality of interactive customer subscriber sites interconnected with an advertising information server site, the apparatus being characterized by;

means for storing the attributes of a plurality of customers in the form of customer attribute vectors  $c_k$ ,

means for storing the attributes of one or more role models in the form of one or more role model attribute vectors  $i_j$ ,

means for defining a marketing function  $M$  which maps the customer attribute vectors to the one or more role model attribute vectors such that

5  $i_j = M(c_k)$ ,

means providing, at the interface advertising information server site, interactive advertising displays incorporating the one or more role models,

means for establishing an interactive communication link from the customer subscriber sites to the advertising information server site enabling customers to access the displays and to make purchases in response to the displays, and

10 means for updating the marketing function  $M$  in dependence upon the customer purchases.

#### **Brief Description of the Drawings**

15 The invention will now be further described, by way of example, with reference to the accompanying drawings in which;

Figure 1 is a block diagram representing an open communication network embodying the present invention,

Figure 2 is a flow diagram representing the generation of a target advertising information web site,

Figures 3A and 3B are examples of computer generated characters,

Figure 4 is an example of a page from the target advertising information web site as accessed by a remote client subscriber,

Figure 5 illustrates the generation of virtual idols having attributes mapped to the attributes of client subscribers,

Figure 6 illustrates the use of a neural net to evolve a mapping function in a step of the process of Figure 5,

Figure 7 illustrates a subset of data relating attributes of virtual idols to the attributes of client subscribers, and

Figure 8 illustrates the use of a genetic algorithm to evolve a mapping function in a step of the process of Figure 5.

### **Detailed Description**

Referring to Figure 1, the communications network 10 includes a plurality of remote client subscriber sites 20, the Internet WWW communication network and a plurality of WWW information sever sites 30. The plurality of client and information server sites include a plurality of target client subscriber sites 22a, 22b, 22c . . . . and target information server sites 32a, 32b, 32c . . . . These target information server sites 32a, 32b, 32c . . . . are Web sites of specific commercial enterprises, the pages of which advertise and provide information about consumer products or services. These sites 32a, 32b, 32c . . . may also be equipped so as to allow clients which access these pages to conduct transactions; i.e. to order particular products or services and to pay for them over the Web. The target client subscriber sites 22a, 22b, 22c . . . represent the principal consumer segment for the consumer products or services of the target information server sites 32a, 32b, 32c . . . . In other words, the target client subscriber sites 22a, 22b, 22c . . . are the consumers or customers to which the commercial enterprises at the target information server sites 32a, 32b, 32c . . . . wish to market and sell their products and services. The communications network 10 also includes an interface advertising server site 40, the function of which is to attract the target subscribers and to facilitate communication between the target client subscriber sites 22a, 22b, 22c. . . . and the target information server sites 32a, 32b, 32c. . . . .

The generation of an interface advertising server site 40 will now be described with reference to the flow diagram in Figure 2. In Step 50, a target subscriber group is identified. The target subscriber group is a number of consumers having one or more specific common consumer affinity characteristics or attributes. For example, a subscriber group may include a number of people having a certain lifestyle, such as people who buy a certain product (e.g. a brand of clothing or footwear, compact discs of a particular artist or type of music), people who own a car of a particular brand, people who travel abroad to certain destinations or who have certain interests etc. alternatively, a subscriber group may be a number of people who

are interested in or who idolize a certain high profile personality or group of personalities such as a popstar band, a sportsperson or a team, actors, models etc. Such a target subscriber group is identified using known market analysis techniques.

In Step 52, the consumer affinity characteristics or attributes of the identified target subscriber group are determined. Consumer affinity characteristics or attributes may be defined as the interests, values and lifestyle aspirations of the consumer segment. For example, on analysis of a target subscriber group which buys a certain brand of footwear, it may be found that the majority of the segment are male, belong to a certain age group, enjoy watching football, eat certain types of food products, listen to certain types of music, watch certain TV programs or films, socialize in certain environments, idolize certain high-profile personalities, have certain moral and political opinions etc. Analysis of the target subscriber group is carried out using known socio-economic and psychosocial models in order to determine a broad spectrum of consumer affinity characteristics or attributes.

On determination of the consumer affinity characteristics of the identified target subscriber group, a virtual idol character profile is built up based on these consumer affinity characteristics or attributes in Step 54. This character profile combines the most predominant consumer affinity characteristics or attributes of the target subscriber group into a single central character or group of characters (idols). For example, the central character profile built up from the consumer affinity characteristics or attributes of the target subscriber group that bought a certain brand of footwear may include the following information:

<b>Sex</b>	<b>:</b>	<b>Male;</b>
<b>Age</b>	<b>:</b>	<b>20 Years old;</b>
<b>Status</b>	<b>:</b>	<b>Single;</b>
<b>Employment</b>	<b>:</b>	<b>Full time Sales Assistant</b>
<b>Salary</b>	<b>:</b>	<b>\$2000 per month</b>
<b>Home</b>	<b>:</b>	<b>One bedroom apartment</b>
<b>Status</b>	<b>:</b>	<b>Cohabiting with Girlfriend</b>
<b>Family</b>	<b>:</b>	<b>Divorced parents</b>
		<b>Two Sisters</b>

**Relationships** : **Two close male friends**  
**Lifestyle** : **Smoker (cigarette brand, number per day)**  
**Alcohol (brands, no of units)**  
**Music (favorite artists, groups)**  
**Food (eating habits, favorite foods)**  
**Fashion (dress code, fashion brands)**  
**Social life (clubs, bars, restaurants)**

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In addition to the central character profile, further connected character profiles and an environment profile are built up in Step 56. The connected character profiles represent other characters who are based around the life of the central character in some way (e.g. partner, friend, colleagues, family etc) and are also determined from the consumer affinity characteristics of the target group. The environmental profile represents the environment in which the central and connected characters exist (e.g. homes, workplaces, shops, restaurants, bars, clubs etc) and is also determined from the consumer affinity characteristics or attributes of the target consumer group.

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It should be understood that the aim of building up character and environment profiles in this way is to ensure that the central character and environments match closely with the lifestyle aspirations of the target consumer segment (goes to particular clubs, wears certain fashion brands, has particular interests and attitudes). The life of the central character should match the issues perceived by the target consumer segment as being of real relevance to them (e.g. relationship problems, employment issues, financial problems, etc).

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In Step 58, virtual characters are created based on the central character profile and the character profiles of all the other characters in the life of the central character. Known anthropomorphic frames and character animation applications (e.g. 3D-Studio Max) are used to create these virtual characters. Skin and texture mapping is also achieved using known techniques (e.g. Adobe Photoshop and Avatar Maker). Examples of computer generated central characters or “virtual idols” are shown in Figures 3A and 3B. The virtual characters created are either photo-realistic renderings of a fictitious or actual person or high quality



caricatures or a combination of both. A variety of software applications are available in the marketplace which may be used to achieve the same or similar effects.

In Step 60 all the virtual characters and their environment are imported into a Hyper-text Markup Language (HTML) and Virtual Reality Markup Language (VRML) based Website (VRML is a standard signal format for virtual reality applications) which constitutes the interface advertising server site 40. Since all characters and environments are rendered in VRML, interaction of the characters with each other and with different environments is possible. The interface server site 40 also includes HTML frames (preformatted windows) so that different scenes of the central character interacting with other characters or with different environments can be depicted. For example, the central character can be animated to move around in any chosen environment (e.g. a clothes shop, a bookstore, a café, a bar etc.). An audio application is also included so that the characters may speak to each other or make statements. Various known Internet audio streaming applications can be used.

The communications network 10 is designed to run any standard Internet browser (e.g. Netscape Navigator/communicator or Microsoft Explorer). An electronic mail facility is also provided so that client subscribers can communicate with the virtual characters at the interface Web site 40. Client subscribers may also speak to the characters themselves.

The Internet uses Uniform Resource Locators (URLs) for specifying objects on the Internet. A URL string denotes both the server site and the particular file or page on that server site. The use of URLs to access specified server sites and pages is well known and will not be described herein. All aspects of the central and other connected characters and the environment in which they live (e.g. clothes worn, shoes worn, places frequented, shops visited etc) are referenced by URL strings (HTML co-ordinates). This means that it is possible to select objects in the virtual world so as to connect to another Web site denoted by the URL string. This Web site constitutes a target information server site 32a, 32b, 32c . . . , the pages of which advertise and carry information about the object selected and/or other similar related objects. The site 32a, 32b, 32c . . . may also be equipped with electronic transaction facilities where an order may be placed for a selected product or service and payment made over the Internet. Any suitable type of on-line purchasing systems may be

used and may include known On-Line Analytical Process (OLAP) applications for stock accessibility and transaction processing using Secure Electronic Transactions.

The operation of the communications network 10 will now be described. A user at one of the remote target client subscriber sites 22a, 22b, 22c . . . can access the interface advertising server site 40 through the Internet WWW communication network. It should be understood that such a user represents a member of the target subscriber group and that this user is likely to be attracted to the interface advertising server site 40 as the central character and environment are likely to appeal to the user. This may be thought of as analogous to a soap opera on television in that the members of the public are attracted to, relate to or develop an affinity for fictitious soap characters and their environment and lifestyles. The central character of the interface advertising server site 40 in effect represents a “virtual idol” or a role model.

The user of the target client site 22a, 22b, 22c . . . accesses the interface advertising server site 40 in the normal way by selecting the appropriate Uniform Resource Locator (URL) which denotes both the interface advertising server site 40 and the particular file or page on that server. On accessing the pages of the interface advertising server 40, the user “enters” the virtual world of the central character (“virtual idol” or role model) in a similar manner to viewing a soap opera on television. In this virtual world, the central character interacts with the connected characters and the virtual environment. Each character may be thought of as having a personality and acts out a particular role. The central character (virtual idol) plays the leading role and “acts out” a certain “life”, while the connected characters have roles in the life of the central character. Each connected character has its own “life” which is related to that of the central character in some way. The “life” of the central character and those of the connected characters is different each day and develops over time in a similar manner to the lives of real people or fictitious soap opera characters.

The interface advertising server site 40 comprises an interactive display of the virtual idol portraying the affinity characteristics or attributes in a role as a consumer of goods and services. A user may communicate with the central character (virtual idol or role model) or other characters by sending them electronic mail in a similar manner to sending fan mail to a

soap opera character or a real-life idol. In contrast to viewing a soap opera however, a user may interact with the central or other characters and their environment. For example, as is shown in Figure 4, if the central character (the "idol") puts on a compact disc to listen to music, a user may select to listen to the compact disc by clicking on the virtual CD player displayed on the display screen at the client site using a mouse device and a sample of the music being listened to by the central character can be heard.

If the user really likes the music and wishes to purchase that compact disc, they may click the compact disc. By clicking on the compact disc, the Web pages described by the URL string associated with the compact disc are accessed by the interface server and the user becomes connected to the target information Web site 32a, 32b, 32c. . . . which advertises and provides information about the compact disc and about the artist or group which have made the recording. The user can place an order and pay for the compact disc over the Internet in the known way.

Similarly, by selecting the shoes of the central or other connected characters, connection is made to a target information Web site 32a, 2b, 32c. . . , advertising and providing details of the shoes and other footwear and offering the possibility to purchase such products over the Internet. Restaurants, clubs, bars, theatres, museums and other establishments may also be marketed in the same way. For example, if the central character visits an art gallery one day, the gallery environment or a particular piece of art may be selected by a user. Connection is then made to the appropriate target Web site 32a, 32b, 32c. . . where further information or publicity is available. Tickets may be purchased or reservations made at this Web site 32a, 32b, 32c.. . . .

In this way an interactive communication link is established between the interface advertising 40 and the client subscriber sites 22a, 22b, 22c. . . . . which provides interactive access from the client subscriber sites 22a, 22b, 22c. . . . . to the consumer goods and services portrayed in the interactive display.

An effective way is provided of interfacing consumers with information over the Internet about products and services which are likely to be relevant to their lives. At the same time, an effective way is provided for commercial enterprises offering consumer products and

services to reach specific target consumer segments and to develop commercial relationships by capturing the attention and affinity of that specific consumer segment to an appropriate “virtual idol” or role model on the Internet. The lifestyle and character of the “virtual idol” are defined by the commercial and lifestyle interests of the target consumer segment. Since the life of the “virtual idol” changes from day to day and develops, the attention and affinity of the target consumer group is maintained.

Moreover, it allows life-style related products and services to be marketed and purchased over the Internet through use or interaction of the “virtual idol” with such products or services (e.g. the idol character that the consumer segment are attracted to wears specific brands of clothes, goes to this or that restaurant, buys x, y, z CDs).

It should be understood that the central character (“virtual idol” or role model) may be a group of characters of equal importance in the virtual world (e.g. a sports team, popgroup or group of friends) rather than a single character.

The pages carrying information related to the products and services which may be selected by a user (i.e. the lifestyle related products or services of the central character) may be present at the interface site itself. Hence, other Web sites do not have to be accessed in order to obtain information or to make purchases. Alternatively, a simple database of the products and services available may be down loaded on the interface site from which the appropriate information is retrieved when a user selects an object.

In Figure 5, a number of “virtual idols” or role models are represented in an attribute space 150 using a set of attributes e.g. the physical attributes of sex, size, shape, color, voice quality, and accent and the character attributes of lifestyle aspirations, tastes in music, films and television programs, interests, hobbies, likes and dislikes. The attributes are expressed as a set of numbers for each of the “virtual idols”. Some attributes will be represented as real numbers, such as size and age, while other attributes such as sex or musical preferences will be represented as integer values. The attributes of an idol are represented as a vector  $\mathbf{i}$  containing its collected attributes. Thus in Figure 5, the attribute space 150 contains the vectors  $\mathbf{i}_1, \mathbf{i}_2, \mathbf{i}_3 \dots$  of corresponding idols. The attributes of a consumer, like those of an idol, can be defined as a vector  $\mathbf{c}$  containing the collected attributes of the consumer. Thus in

Figure 5, the attribute space 151 contains the vectors  $c_1, c_2, c_3 \dots$  of corresponding consumers in the target consumer segment.

The virtual idol that is presented to a target consumer segment in the manner already described with reference to Figures 1 to 4, should be made as appealing to the target consumer segment as possible. The appeal of a “virtual idol” or role model is determined by the propensity of consumers in the target consumer segment to make purchases in response to that “virtual idol” or role model. The propensity to make purchases is defined in the present invention by a marketing function  $M$  which maps the attributes of a consumer  $c$  to the attributes of an idol  $i$ . The marketing function  $M$  is defined by equation (1) below;

$$i = M(c) \quad \text{Equation 1}$$

The best functional form of the marketing function  $M$  would depend on the application, but in most cases it would be non-linear. Once a functional form has been decided upon, the parameters of  $M$  must be determined empirically.

In Figure 5, in step 152, a number of idols are generated and the attributes of each are represented by a corresponding vector  $i_j$ . In step 153, the idols are each displayed to respective consumer segments having attribute vectors  $c_k$ . The attributes of the different consumer segments are known from previously collected data and are represented as consumer vectors in the attribute space 151 as already explained. The sales results from the sets of idol and consumer attributes are stored in step 154. The sales results are processed in step 155 using standard statistical or artificial intelligence techniques in order to learn the best mapping from the vectors  $c_k$  to the vectors  $i_j$ .

In step 156, the optimal idols  $i_j$  indicated by the best mapping learned from the step 155 are generated and used in the advertising display to any new customer within the consumer segment having the attributes  $c_k$ . The iteration of steps 153 to 156 causes the best mapping function  $M$  to develop.

In Figure 7, the sales results referred to in step 154 of Figure 5 are illustrated as a matrix of relationships between the vectors  $i_j$  and the vectors  $c_k$ . A sale is represented by a 1 and the absence of a sale is represented by a 0.

A number of alternative techniques are available to implement the step 155 of Figure 5 and thereby estimate the optimal marketing function  $M$  that maximizes sales. One such technique will now be described by reference to Figure 6. In Figure 6, in step 160, the historical sub-set of data  $\underline{i}$  and  $\underline{c}$  that gave rise to successful sales is collected. In step 161, a three layer neural net is presented with the customer attributes  $\underline{c}$  at the input layer as graphically represented at the bottom of Figure 6. In step 162, the network is presented with the attributes  $\underline{i}$  that result in the greatest number of sales and in step 163 the neural net is modified using back propagation of errors to develop the desired ideal attributes  $\underline{i}$  in the output layer of the neural net.

A second technique for implementing the step 155 of Figure 5 is to use a genetic algorithm to evolve the mapping function as will now be described with reference to Figure 8. In Figure 8, in step 180, a random 50 genomes are entered as an initial data set. Each genome individually models a mapping by means of chromosome data. It will be understood that the number of genomes entered in step 180 may be more or less than 50 and that the number 50 is illustrative only.

The fitness of each of the 50 genomes and consequently the mappings represented by the genomes is evaluated in step 181. The fitness of a mapping is judged by the sales success of that mapping. In step 182, 2 fitter parent genomes are selected based on the sales success of the parents. In step 183, the parents breed and produce offspring genomes which are evaluated in step 184. Those genomes in the data set that represent the worst mappings  $M$  are replaced in step 185. Further iterations of steps 182, 183, 184 and 185 selectively generate the best mappings.

Whilst two different alternative methods have been described to implement the step 155 of Figure 5, the invention is not limited to these two alternatives. An additional alternative within the contemplation of the invention is to treat the marketing function parameters as probability distributions and use Bayesian inference to find the posterior distribution of the parameters based on the empirical evidence of the transaction data. Yet another alternative method within the contemplation of the invention is to use a non-linear (e.g. logistic) regression to map  $\underline{c}$  to  $\underline{i}$ .

The invention has been described in relation to mapping the attributes of customers or consumers  $c$  to the attributes of a number of different virtual idols  $i$ . The invention contemplates mapping the attributes of customers within a customer segment to a single virtual idol. Thus in the case of a single virtual idol, slightly different attributes of the idol may be presented to different consumers within the consumer segment. The most successful attributes of the virtual idol will come to predominate and the character and “lifestyle” of the virtual idol will evolve in a direction that enhances the sales success of the virtual idol. For example, the age, interests or voice quality and accent of the same individual idol may evolve in a direction that finds greater affinity to the target consumer segment within a particular geographic area.

It will also be apparent, to those skilled in the art, that the invention can be applied in the environment of an open communications network such as the Internet and in the environment of a network to which access is restricted to a particular consumer group such as the group of customers of a particular bank. The bank customers may have access to the communications network by way of self-service terminals provided by the bank or by other facilities provided by the bank each of which performs the function of an interactive customer subscriber site. The bank would have an advertising information server site to supply interactive advertising information including a virtual idol or idols. The virtual idol or idols may be evolved to have regional characters according to the geographical locations in which the idol or idols are displayed. In the case where the bank customer has to enter a card or other personal identification, the virtual idol displayed to that customer can be selected from a library of virtual idols according to the attributes of the customer.

What has been described is a method and apparatus for advertising over a communications network comprising a plurality of interactive customer subscriber sites interconnected with an advertising information server site. The attributes of a plurality of customers are stored in the form of customer attribute vectors  $c$  and the attributes of one or more role models are stored in the form of one or more role model attribute vectors  $i$ . A marketing function  $M$  maps the customer attribute vectors to the or each role model attribute vector such that

$$i = M(c) ,$$

and the marketing function  $M$  is evolved in dependence upon customer purchases.



### What is Claimed is:

1. A method of advertising over a communications network comprising a plurality of interactive customer subscriber sites interconnected with an advertising information server site, the method comprising the steps of:

storing the attributes of a plurality of customers in the form of customer  
5 attribute vectors  $c_k$ ;

storing the attributes of one or more role models in the form of one or more role model attribute vectors  $i_j$ ;

defining a marketing function  $M$  which maps the customer attribute vectors to the one or more role model attribute vectors such that

$$10 \quad i_j = M(c_k) ;$$

providing, at the interface advertising information server site, interactive advertising displays incorporating the one or more role models;

establishing an interactive communication link from the customer subscriber  
sites to the advertising information server site enabling customers to access the displays and  
15 to make purchases in response to the displays; and

updating the marketing function  $M$  in dependence upon the customer purchases.

2. A method as claimed in claim 1, wherein the role model constitutes one of a plurality of such role models, the step of defining a marketing function  $M$  which maps the customer attribute vectors  $c_k$  to the role model attribute vectors  $i_j$  includes defining a plurality of marketing functions  $M$  which map customer attribute vectors  $c_k$  to a plurality of role model attribute vectors  $i_j$ , and the step of updating the marketing function  $M$  in dependence upon the customer purchases includes the step of learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  that maximize sales.

3. A method as claimed in claim 2, wherein the step of learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises using a genetic algorithm to evolve the mapping function.

4. A method as claimed in claim 2, wherein the step of learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises using a three-layer neural network to find the mapping function by back propagation.

5. A method as claimed in claim 2, wherein the step of learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises treating parameters of the marketing function as probability distributions and using Bayesian inference to find the posterior distribution of the marketing function parameters.

6. A method as claimed in claim 2, wherein the step of learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises using non-linear regression to map  $c_k$  to  $i_j$ .

7. Apparatus for advertising over a communications network comprising a plurality of interactive customer subscriber sites interconnected with an advertising information server site, the apparatus comprising:

means for storing the attributes of a plurality of customers in the form of customer attribute vectors  $c_k$ ;

means for storing the attributes of one or more role models in the form of one or more role model attribute vectors  $i_j$ ;

means for defining a marketing function  $M$  which maps the customer attribute vectors to the one or more role model attribute vectors such that

$$i_j = M(c_k) ;$$

means providing, at the interface advertising information server site, interactive advertising displays incorporating the one or more role models;

means for establishing an interactive communication link from the customer subscriber sites to the advertising information server site enabling customers to access the displays and to make purchases in response to the displays; and

means for updating the marketing function  $M$  in dependence upon the customer purchases.

8. Apparatus as claimed in claim 7, wherein the role model constitutes one of a plurality of such role models, the means for defining a marketing function  $M$  which maps the customer attribute vectors  $c_k$  to the role model attribute vectors  $i_j$  includes means defining a plurality of marketing functions  $M$  which map customer attribute vectors  $c_k$  to a plurality of role model attribute vectors  $i_j$ , and the means for updating the marketing function  $M$  in dependence upon the customer purchases includes means for learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  that maximize sales.

9. Apparatus as claimed in claim 8, wherein the means for learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises means to process a genetic algorithm to evolve the mapping function.

10. Apparatus as claimed in claim 8, wherein the means for learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises a three-layer neural network to find the mapping function by back propagation.

11. Apparatus as claimed in claim 8, wherein the means for learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises means to treat parameters of the marketing function as probability distributions and to employ Bayesian inference to find the posterior distribution of the marketing function parameters.

12. Apparatus as claimed in claim 8, wherein the means for learning the mapping from the vectors  $c_k$  to the vectors  $i_j$  comprises non-linear regression means to map  $c_k$  to  $i_j$ .

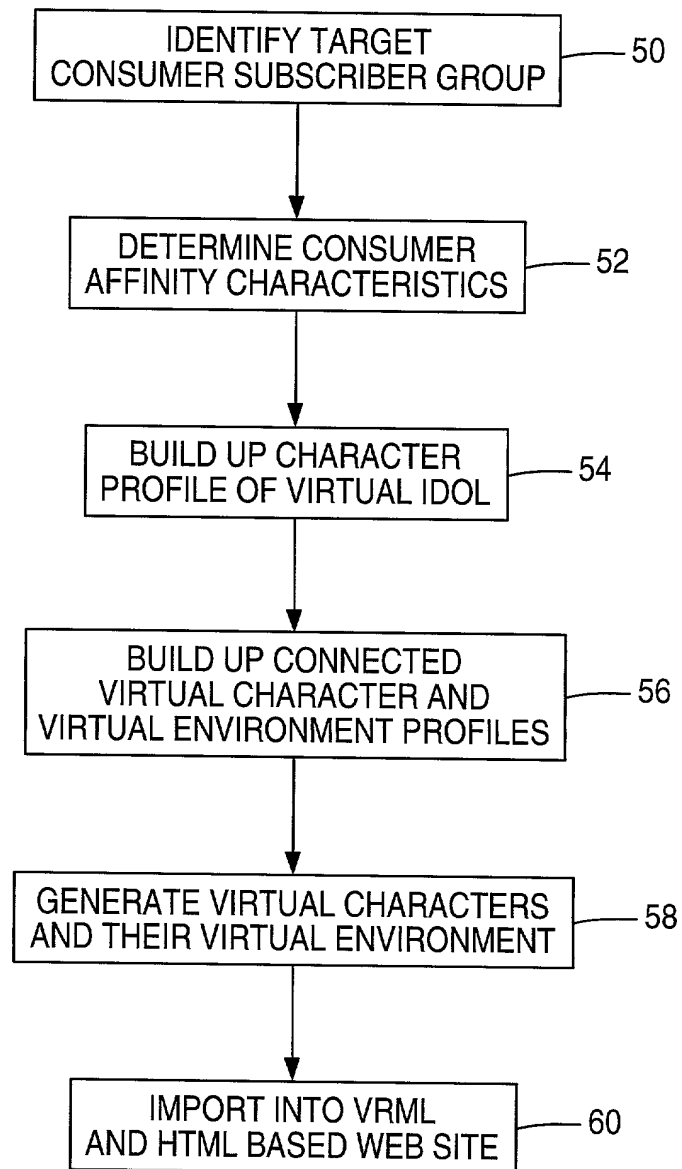
## METHOD AND APPARATUS FOR ADVERTISING OVER A COMMUNICATIONS NETWORK

### Abstract

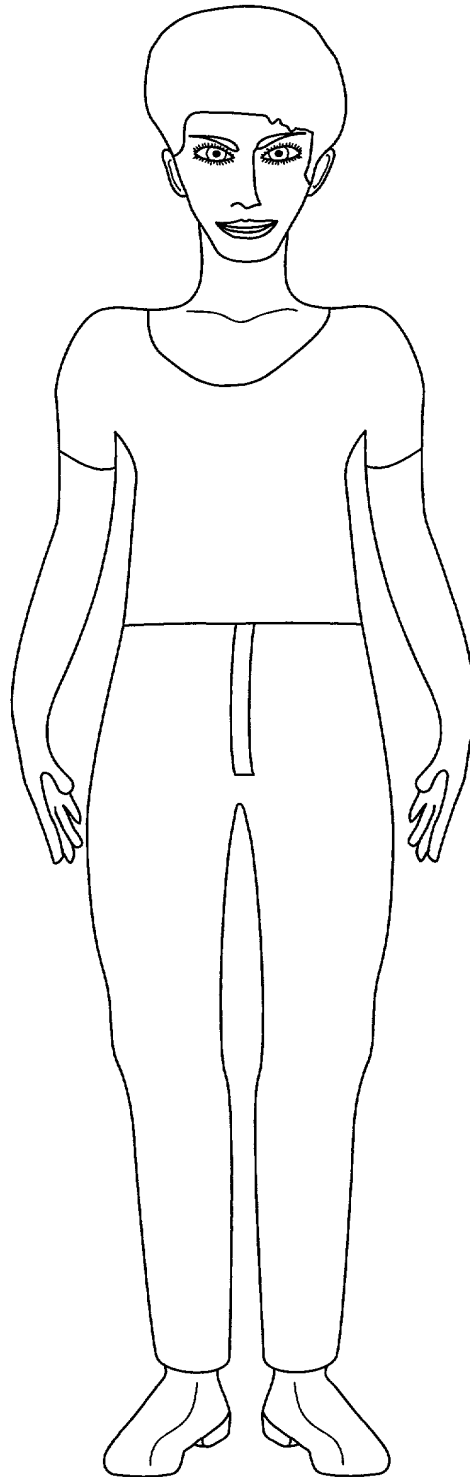
- 5           The present invention relates to advertising over a communications network comprising a plurality of interactive client subscriber sites interconnected with an advertising information server site. The attributes of a plurality of customers are stored in the form of customer attribute vectors  $c_k$ . The attributes of one or more role models are stored in the form of one or more role model attribute vectors  $i_j$ . A marketing function  $M$  is defined which
- 10       maps the customer attribute vectors to the one or more role model attribute vectors such that  $i_j = M(c_k)$ . At the interface advertising information server site interactive advertising displays are provided incorporating the one or more role models. An interactive communication link is established from the customer subscriber sites to the advertising information server site enabling customers to access the displays and to make purchases in response to the displays.
- 15       The marketing function  $M$  is updated in dependence upon the customer purchases.



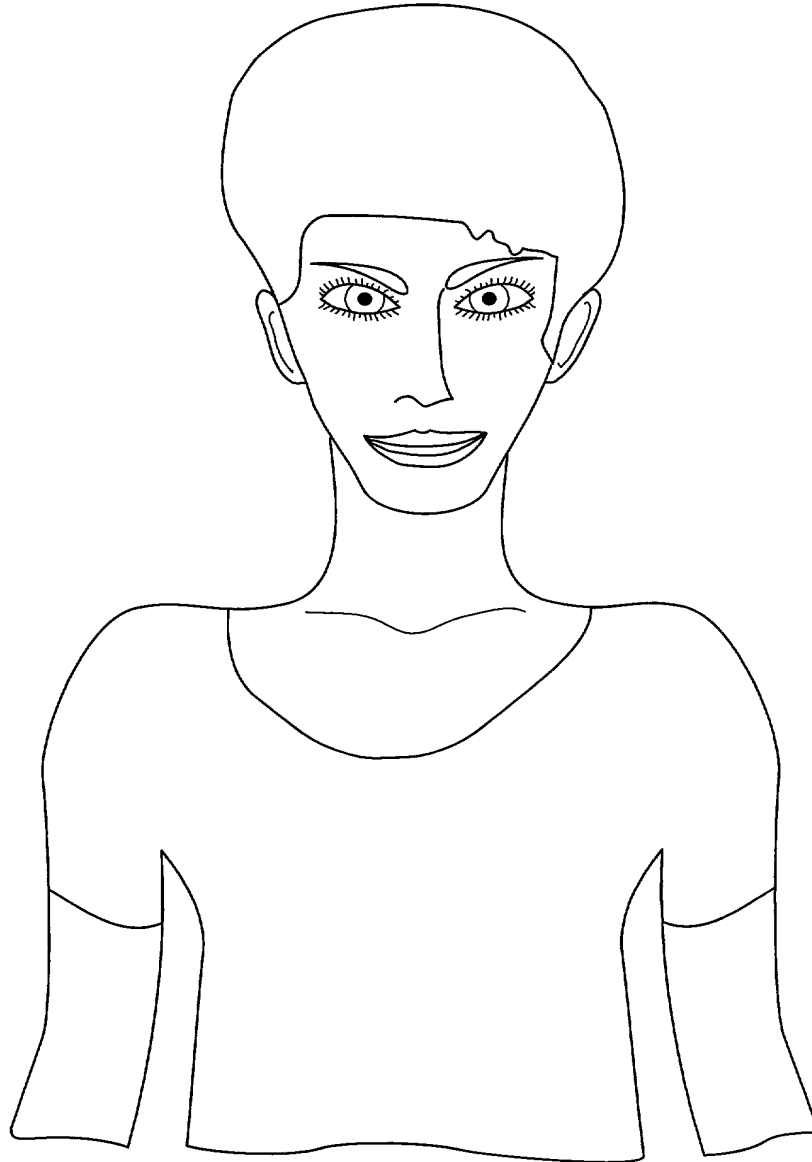
**FIG. 2**



**FIG. 3A**



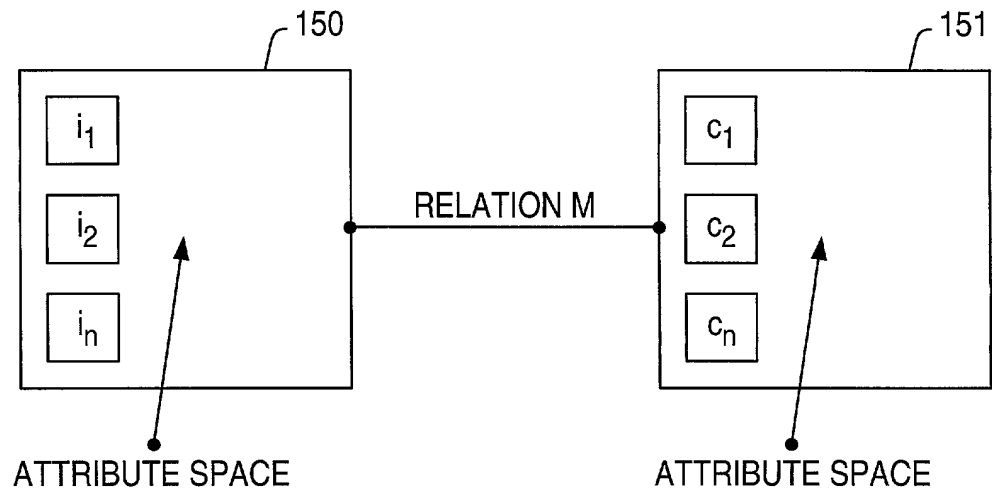
**FIG. 3B**



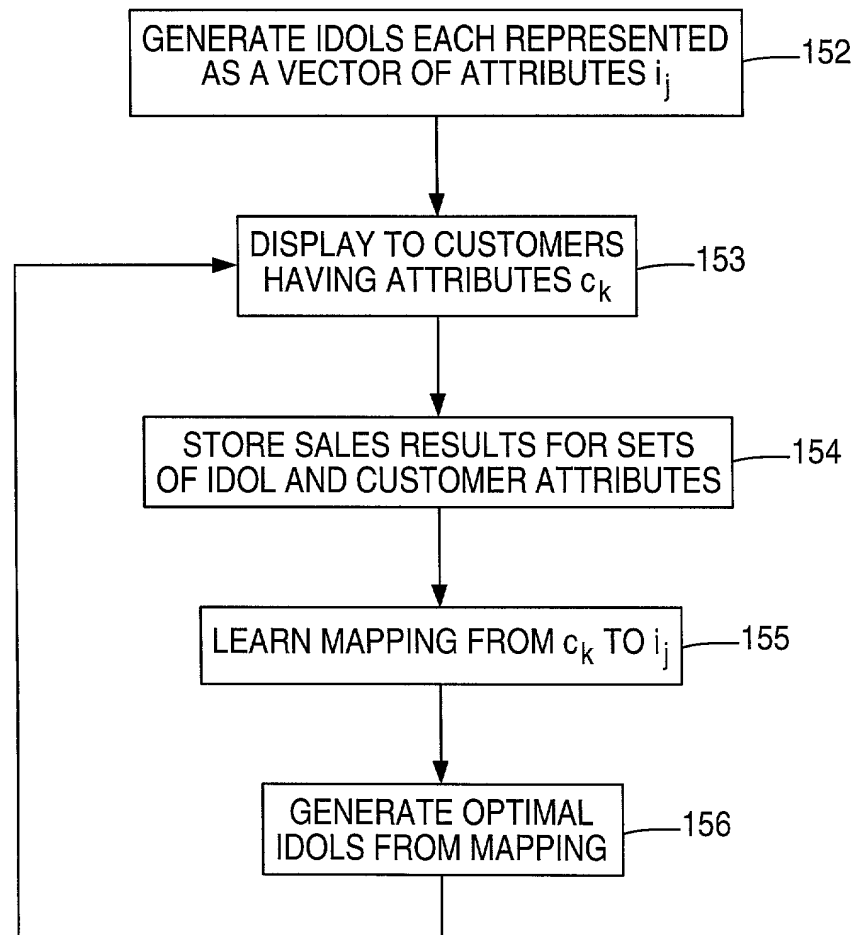




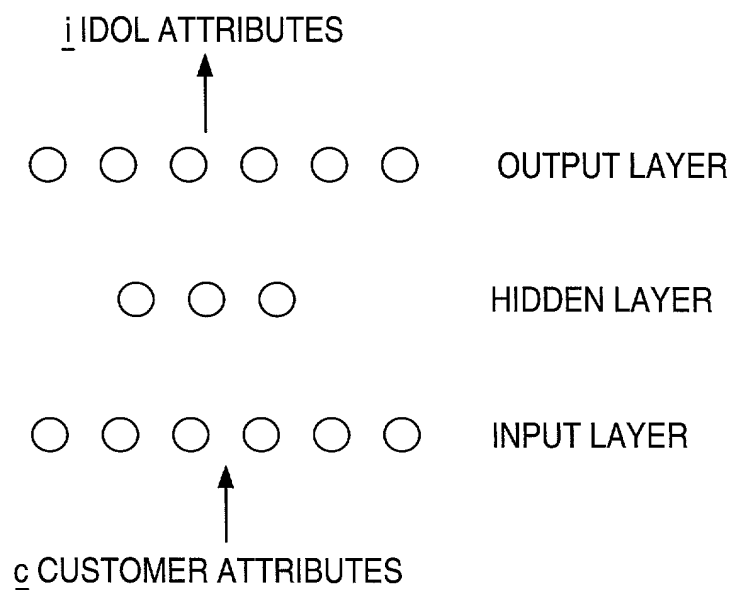
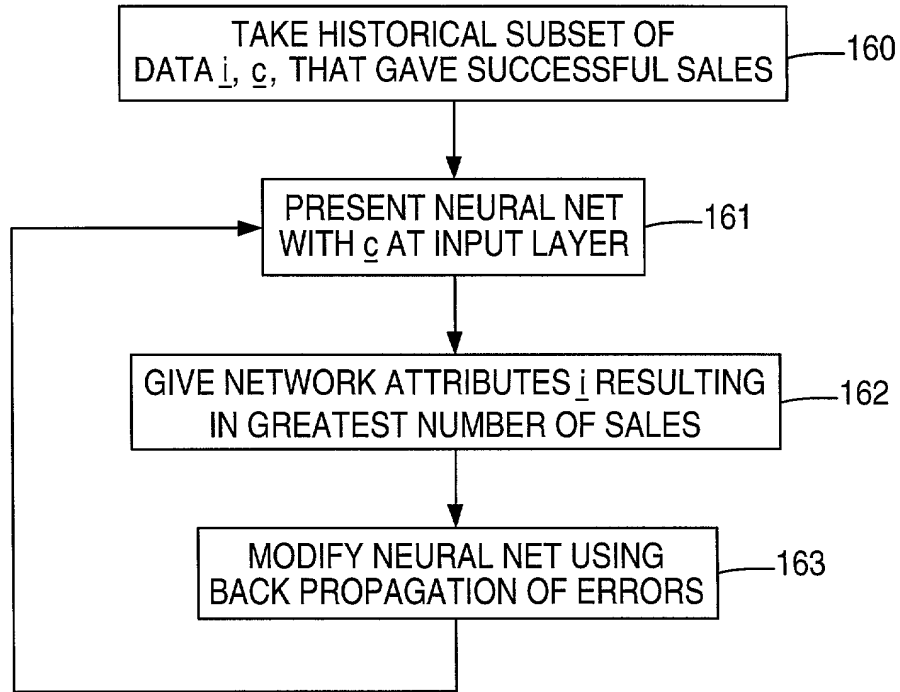
**FIG. 5**



$$i = Mc$$



**FIG. 6**

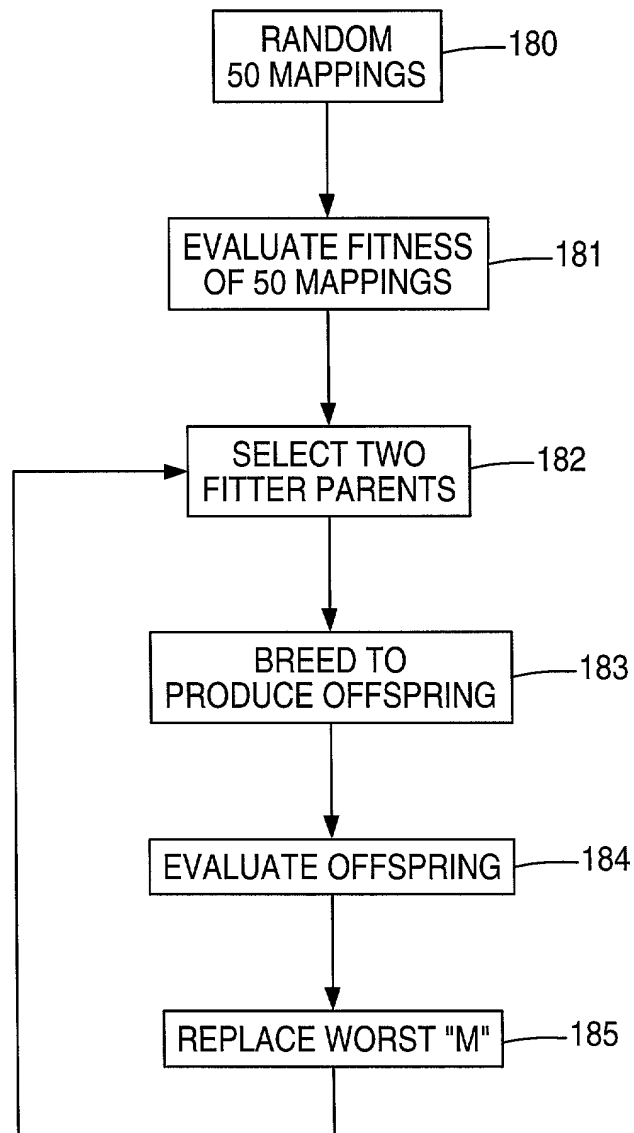


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**FIG. 7**

	$i_0$	$i_1$	$i_2$	$i_3$	.	.	.	.	.	.	.	$i_M$
$c_0$	1	0	1	0	.	.	.	.	.	.	.	1
$c_1$	0	0	1	0	.	.	.	.	.	.	.	0
$c_2$	0	1	0	1	.	.	.	.	.	.	.	0
$c_3$	1	0	0	0	.	.	.	.	.	.	.	0
.												
.												
.												
$c_N$	1	0	0	0	.	.	.	.	.	.	.	1

**FIG. 8**



United States Patent Application

**COMBINED DECLARATION AND POWER OF ATTORNEY**

As a below named inventor I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I verily believe I am the original, first and sole inventor (if only one name is listed below) or a joint inventor (if plural inventors are named below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND APPARATUS FOR ADVERTISING  
OVER A COMMUNICATIONS NETWORK**

and identified by NCR Corporation Docket No. **7741.00**, the specification of which:

- a. ☒ is attached hereto
- b. ☐ was filed on \_\_\_\_\_ as United States Application Number or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable), which I have reviewed and for which I solicit a United States patent.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent or inventor's certificate or any PCT application having a filing date before that of the application on the basis of which priority is claimed:

**FOREIGN APPLICATION(S), IF ANY, CLAIMING PRIORITY UNDER 35 USC § 119**

COUNTRY	APPLICATION NUMBER	DATE OF FILING (day, month, year)	DATE OF ISSUE (day, month, year)
United Kingdom	9902480.4	5 February 1999	N/A

**OTHER FOREIGN APPLICATION(S), IF ANY, FILED BEFORE THE PRIORITY APPLICATION(S)**

COUNTRY	APPLICATION NUMBER	DATE OF FILING (day, month, year)	DATE OF ISSUE (day, month, year)
	None		

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or 365(c) of any PCT international application(s) designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application

provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

U.S. PARENT APPLICATION OR PCT PARENT NUMBER	DATE OF FILING (day, month, year)	STATUS (patented, pending, abandoned)
None		

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below:

U.S. PROVISIONAL APPLICATION NUMBER	DATE OF FILING (Day, Month, Year)
None	

And I hereby appoint: Michael Chan of Dayton, Ohio, Registration No. 33,663,  
John D. Cowart of San Diego, California, Registration No. 38,415,  
Douglas S. Foote of Dayton, Ohio, Registration No. 31,013,  
Paul W. Martin of Dayton, Ohio, Registration No. 34,870,  
James M. Stover of Dayton, Ohio, Registration No. 32,759, and  
Charlene Stukenborg of Dayton, Ohio, Registration No. 40,832.

my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith. I hereby expressly waive my right to revoke the Power of Attorney granted above. Address all telephone calls to Michael Chan at telephone number 937-445-4956.

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NCR Corporation  
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Dayton, Ohio 45479-0001.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of inventor Ramin C. Nakisa

Inventor's signature \_\_\_\_\_ Date: \_\_\_\_\_

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